

## ABSTRACT

An apparatus, system and method for creating a personalized multimedia content using interactive multimedia applications. The method of the invention creates a personalized multimedia content by conducting an interactive online interview of a user, compiling data based on responses of the user, analyzing the compiled data to create the personalized multimedia content, and distributing the personalized multimedia content to a host or sponsor to facilitate marketing efforts. The marketing efforts include one-to-one marketing efforts, inventory controls, and resell of the personalized multimedia content with permission from the user. The personalized multimedia content can be created in real time. The personalized multimedia content can be customized to a specific market and commercial needs of the host or sponsor. The personalized multimedia content can increase online traffic, encourage repeat to the host or sponsor's site, and generate new revenue streams. The personalized multimedia content may be stored in a personal file or linked to related contents or events over the Internet via a Web site.